



8/25

10:00 Renee  
Dave

**FILE COPY**

Do you have any plans  
for '98. If you would  
like to add a chain, let  
me know!

Thanks,

Bill

## INTERCOMPANY MEMORANDUM

DATE: August 13, 1997

TO: G. L. Albers  
G. N. Kuruc  
L. E. MacWilliams  
N. W. McCleary  
M. D. McGovern  
J. L. Merusi  
M. N. Miller  
I. Miskewycz  
J. A. Morris  
C. E. Moser

SUBJECT: Trade Direct Marketing Program for First Half 1998

To facilitate the planning process for chains to participate in the Trade Direct Marketing Program, a First Half 1998 calendar has been developed. The calendar reflects the key trigger dates for effective execution for each mailout. Attached is the First Half 1998 calendar for planned programs and a form that lists chains that have participated in the program in 1996 and/or 1997, to assist you in identifying the chains for participation for the First Half 1998 programs.

### Key Points

- The TDM program is not limited to the chains listed on the form. We do, however, want to lock these chains in first for 1998, so we can concentrate on identifying and presenting to our remaining qualified partner chains.
- If you have a new chain identified, contact the TDM Group for assistance.
- The existing guidelines still apply for participation in the program; i.e., merchandising levels/match accrual contracts.
- For National chains, the account executives will submit the planned mailings for the First Half of 1998.
- Return the completed form to K. Wadia or Jacquie McLaurin, with a copy sent to your Regional Manager, by September 30th.
- Your follow-through in ensuring that all materials and information are provided to the Trade Direct Marketing Group prior to the deadline stated on the calendar is crucial to the success of this program.

As information, nationally in 1996, 100 TDM programs were executed with 71 chains participating and reaching 5.1MM smokers. The program affords a true point of difference between us and our competition, and so let us keep the momentum going!

Dave

D. L. Wilmesher

'K'

K. N. Wadia

DLW/KNW:mh

Attachment

cc: R. F. Kane  
J. R. Loftin  
L. T. Poole  
W. J. Roth  
P. E. Schmidt  
M. A. Young  
D. P. Fitzgerald  
B. K. Stockdale  
J. M. McLaurin  
N. D. Lall

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TRADE DIRECT MARKETING FIRST HALF 1998 CALENDAR FOR PLANNED PROGRAMS  
(NESA)

Chain Name	Manager Responsible	Format		Mailing #	Mailout Date
		Postcard	Rollfold		
Minit Mart	M. N. Miller				
Houchens	M. N. Miller				
Kroger-Louisville	M. N. Miller				
Christy's	J. L. Merusi				
Englefield	N. W. McCleary				
Quick Check	G. N. Kuruc				
Tobacco Road	G. L. Albers				
Country Fair	M. D. McGovern				
Uni-Marts	C. E. Moser				
High's	J. A. Morris				
Holland Oil	L. E. MacWilliams				

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**TRADE DIRECT MARKETING FIRST HALF 1998 CALENDAR FOR PLANNED PROGRAMS**  
(NESA)

Chain Name	Manager Responsible	Format		Mailing #	Mailout Date
		Postcard	Rollfold		
Marc's	I. Miskewycz				

Contact K. Wadia-Extension 7004; J. McLaurin-Extension 4382; or Nikki Lail-Extension 0460 if you have any questions.

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## 1998 FIRST HALF TDMG POSTCARD TIMELINES

	POSTCARD MAILING #1	POSTCARD MAILING #2
Identify Chain; Contact TDMG	10/17	1/16
Chain Presentation with TDMG	11/14	2/13
Chain Logo to TDMG	12/5	3/6
Color Proof to KAM for Chain Approval	12/30	3/27
Chain Proof Approval to TDMG	1/6	4/3
Field/Chain Program Communication	1/23	4/24
Mail Out Date, Samples Mailed to KAM/Chain	2/20	5/22
\$ Transferred	Upon completion of purchase order (approx. 1 to 2 months after mailout)	
Results to TDMG	4 weeks after expiration date	

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## 1998 FIRST HALF TDMG ROLLFOLD TIMELINES

	ROLLFOLD MAILING #1	ROLLFOLD MAILING #2	ROLLFOLD MAILING #3
Identify Chain; Contact TDMG	8/12	11/25	1/27
Chain Presentation with TDMG	9/9	12/23	2/24
Chain's Top Panel Art to Coyne-Beahm Agency	10/7	1/20	3/24
Color Proof to KAM for Chain Approval	11/4	2/17	4/21
Chain Proof Approval to TDMG	11/11	2/24	4/28
Field/Chain Program Communication	12/9	3/24	5/26
Mail Out Date, Samples Mailed to KAM/Chain	1/6	4/21	6/23
Expiration Dates	3/31	6/30	8/31
\$ Transferred	Upon completion of purchase order (approx. 1 to 2 months after mailout)		
Results to TDMG	4 weeks after expiration date		

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